

# TvSCAN

Anne Braunscheidel - 3/23/12 1:32 PM

## Broadcast Order/Confirmation

Washington DC (HAGRSTWN) - NOVFEb Nielsen

Buyer Anne Braunscheidel Client Restore Our Future, Inc.	Order Number 653 Campaign est 653 Flight Flight 1 03/27/12-04/03/12
Station WJLA Address	Agency Mentzer Media Address 600 Fairmount Avenue STE 306 Towson MD 21286

2 pgs  
Susan  
Barbara

WJLA-ABC													DMA P 35+	
Time Period	Rate	Run Dates	Len	Sp	Mo	Tu	We	Th	Fr	Sa	Su	RTG	CPP	
GD MRN AMR-ABC Tu-Fr 7:00a- 9:00a	\$1,000	Mar27-Mar30	:30	4	-	1	1	1	1	-	-	2	\$500.00	
REGIS&KELLY Tu-Fr 8:00a-10:00a	\$600	Mar27-Mar30	:30	8	-	2	2	2	2	-	-	2	\$300.00	
ABC7 NWS AT 12 Tu-Fr 12:00p-12:30p	\$800	Mar27-Mar30	:30	4	-	1	1	1	1	-	-	2	\$400.00	
ABC7 NWS AT 5 Tu-Fr 5:00p- 6:00p	\$1,100	Mar27-Mar30	:30	4	-	1	1	1	1	-	-	2	\$550.00	
ABC7 NWS AT 6 Tu-Fr 6:00p- 8:30p	\$1,200	Mar27-Mar30	:30	4	-	1	1	1	1	-	-	3	\$400.00	
WORLD NEWS ADJ. Tu-Fr 6:27p- 6:30p	\$2,500	Mar27-Mar30	:30	4	-	1	1	1	1	-	-	4	\$625.00	
WHEEL-FORTNE Tu-Fr 7:00p- 7:30p	\$3,000	Mar27-Mar30	:30	4	-	1	1	1	1	-	-	4	\$750.00	
JEOPARDY Tu-Fr 7:30p- 8:00p	\$4,000	Mar27-Mar30	:30	4	-	1	1	1	1	-	-	5	\$800.00	
ABC-NITELINE Tu-Fr 11:35p-12:00a	\$1,400	Mar27-Mar30	:30	4	-	1	1	1	1	-	-	2	\$700.00	
LATE NEWS Tu-Su 11:00p-11:35p	\$2,000	Mar27-Apr01	:30	7	-	1	1	1	2	1	1	3	\$666.67	
DANCING RESULTS Tue 9:00p-10:00p	\$7,000	Mar27-Mar27	:30	2	-	2	-	-	-	-	-	8	\$875.00	
WHEEL WKND Sat 7:00p- 7:30p	\$1,200	Mar31-Mar31	:30	1	-	-	-	-	-	1	-	2	\$600.00	
JEOPARDY WKND Sat 7:30p- 8:00p	\$1,200	Mar31-Mar31	:30	1	-	-	-	-	-	1	-	2	\$600.00	
ABC NEWS 7/ABC WORLD NEWS Sa-Su 6:00p- 7:00p	\$1,000	Mar31-Apr01	:30	4	-	-	-	-	-	2	2	2	\$500.00	

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Software Suite

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WJLA-ABC													DMA P 35+	
Time Period	Rate	Run Dates	Len	Sp	Mo	Tu	We	Th	Fr	Sa	Su	RTG	CPP	
GD MRN AMR-ABC Mo-Tu 7:00a- 8:00a	\$1,000	Apr02-Apr03	:30	2	1	1	--	--	--	--	--	2	\$500.00	
REGIS&KELLY Mo-Tu 9:00a-10:00a	\$800	Apr02-Apr03	:30	4	2	2	--	--	--	--	--	2	\$300.00	
ABC7 NWS AT 12 Mo-Tu 12:00p-12:30p	\$800	Apr02-Apr03	:30	1	1	--	--	--	--	--	--	2	\$400.00	
ABC7 NWS AT 6 Mo-Tu 5:00p- 8:00p	\$1,100	Apr02-Apr03	:30	1	1	--	--	--	--	--	--	2	\$550.00	
ABC7 NWS AT 6 Mo-Tu 6:00p- 8:30p	\$1,200	Apr02-Apr03	:30	1	1	--	--	--	--	--	--	3	\$400.00	
WORLD NEWS ADJ. Mo-Tu 6:27p- 6:30p	\$2,500	Apr02-Apr03	:30	1	1	--	--	--	--	--	--	4	\$625.00	
WHEEL-FORTNE Mo-Tu 7:00p- 7:30p	\$3,000	Apr02-Apr03	:30	1	1	--	--	--	--	--	--	4	\$750.00	
JEOPARDY Mo-Tu 7:30p- 8:00p	\$4,000	Apr02-Apr03	:30	1	1	--	--	--	--	--	--	5	\$800.00	
ABC-NITELINE Mo-Tu 11:35p-12:00a	\$1,400	Apr02-Apr03	:30	1	1	--	--	--	--	--	--	2	\$700.00	
LATE NEWS Mo-Tu 11:00p-11:35p	\$2,000	Apr02-Apr03	:30	1	1	--	--	--	--	--	--	3	\$666.67	

<b>WJLA Totals</b>	<b>\$119,600</b>			<b>69</b>	<b>Reach / Frequency</b>							<b>198</b>	
												<b>48.7</b>	<b>4.1</b>
Monthly Apr 2012													
Gross Cost \$119,600.00													

Reach and Frequency projections are computed using the Beta-Binomial Extension Formula.  
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